

**NOW—  
A CAMERA FOR PEOPLE WHO**



**LOVE PICTURES**



**(BUT HATE PHOTOGRAPHY)**

No film to handle  
No spools to thread  
No film knobs to wind  
No locks to open  
No doors to pry  
No levers to push  
No focus knobs to adjust  
No meters to read  
No flashbulbs to buy or fool with  
No flashguns to plug in  
No batteries to buy  
No adjustments to make  
No f-stops to figure  
No ASA ratings to worry about  
No guesswork  
No goofs



THE ELECTRONIC  
**FOTRON**

Works electronically

Loads in 2 seconds

Takes flash pictures  
without flashbulbs

AND GETS PERFECT COLOR PICTURES  
LIKE THESE EVERY TIME— EVEN IN THE DARK

— ten big 3½" x 3½" color prints per loading! (Kodacolor film loaded by Traid)



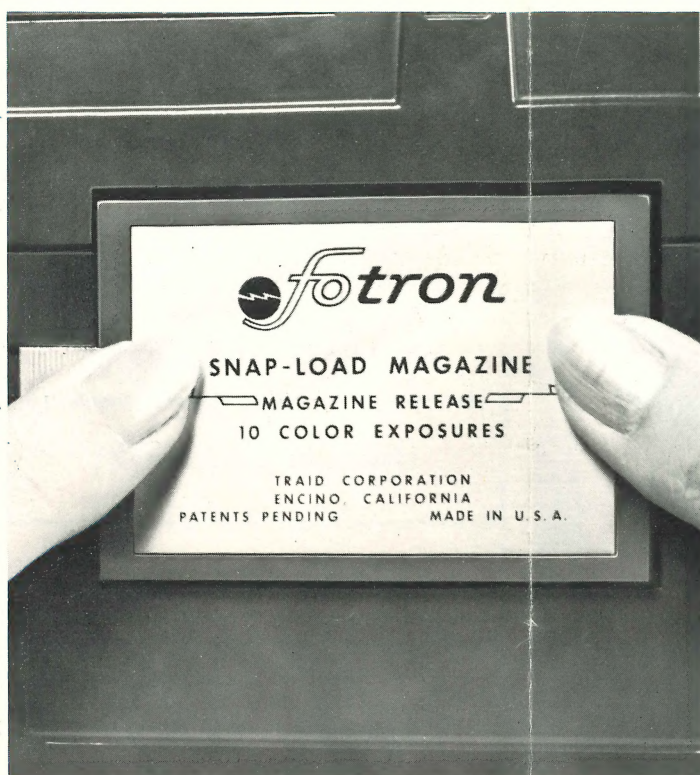
These pictures are actual size

LOOK  INSIDE



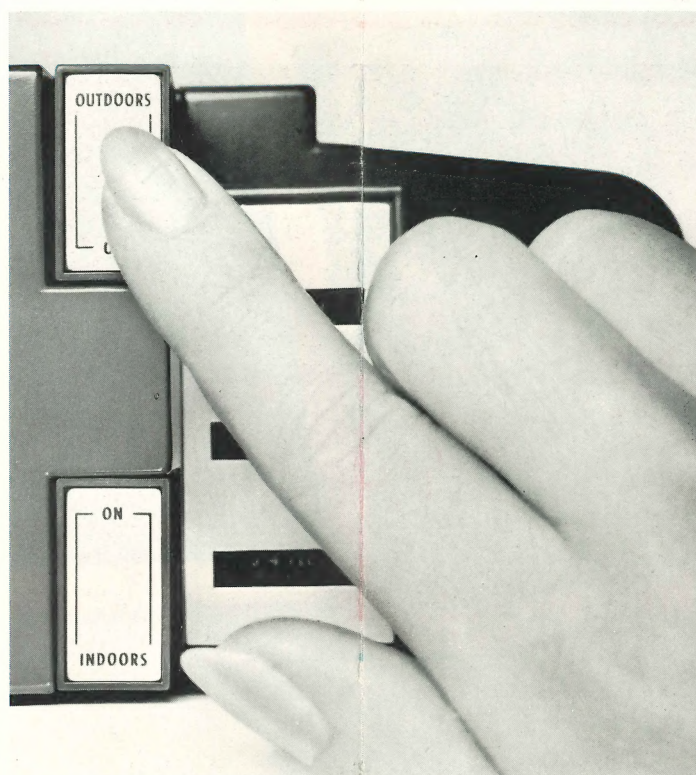
# TAKE IT EASY...TAKE IT WITH FOTRON®

Here's all you do to take color pictures outdoors or indoors, day or night!



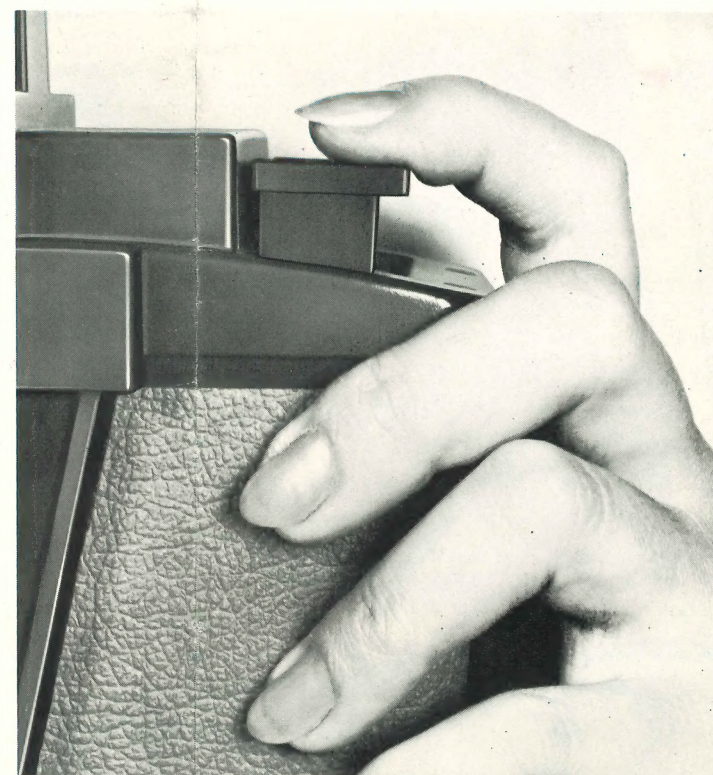
## 1. SNAP

Snap in the film magazine.  
(Two seconds.)  
Your camera is now loaded  
for 10 pictures.



## 2. PRESS

Press "indoors" or "outdoors."  
Now you're ready for action.



## 3. PUSH

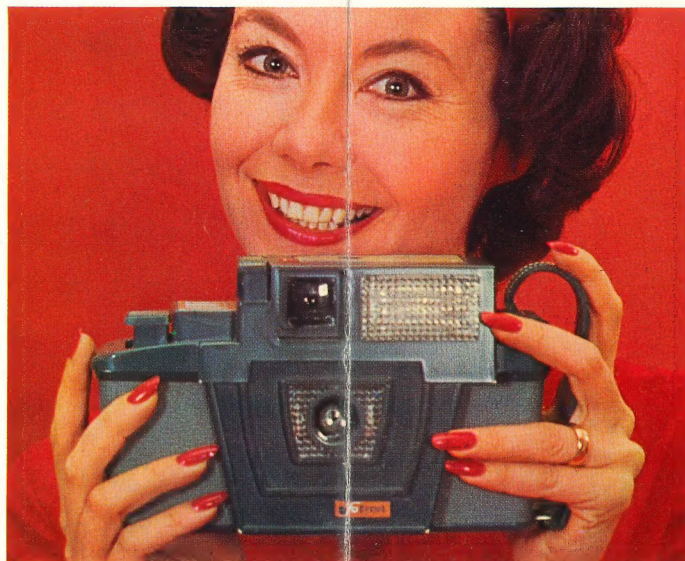
Push the taking button.  
And congratulate yourself.  
(You've just taken  
a perfect color picture.)

Fotron is so easy to use it makes "automatic" cameras seem complicated. You never even touch the film. Just push a button and get a picture. Every time. Even in the dark.

The instant you push that button, Fotron takes over — focuses the lens, sets the exposure, fires the flash, snaps the picture, moves the film to the next exposure and tells you how many shots you have left.

Fotron is goofproof, too. Always stops the action sharp and clear. No double exposures, no bad exposures. The built-in lifetime Sunburst electronic flash goes off every time you shoot, giving you perfect sunlight day or night. No "power failure" problems, either. Fotron comes with lifetime power pack and recharger built in. To restore energy, just plug your camera into any wall outlet!

With all this, Fotron saves you money. You never have to buy gadgets or attachments, you never waste film, and you never have to buy batteries or flashbulbs. In fact, the money you save over the years in flashbulbs alone will pay for your camera!



## AND HOW ABOUT THIS — A TWO-YEAR GUARANTEE!

If anything goes wrong with your Fotron camera within two years (or 4000 pictures, whichever comes first), we will repair the camera or replace it, at our option. This is an unusual guarantee; two years is a long time. But then, Fotron is an unusual camera.

## FUSS OR FUN — WHICH FOR YOU?

### TYPICAL "AUTOMATIC" CAMERA

Steps in loading and operating a typical "fully automatic" camera outdoors.  
(Flash pictures require additional steps.)

1. Open back
2. Push out re-wind knob
3. Insert film
4. Push in re-wind knob
5. Unlock re-wind lever
6. Turn take-up drum until lock catches film
7. Lock re-wind lever
8. Take full stroke on film advance
9. Release shutter
10. Close back
11. Set film counter dial
12. Take two full strokes on film advance
13. Set for film speed
14. Set for manual operation or automatic flash
15. Set for type of subject (speed)
16. Focus range finder
17. View and check go-no-go indicator
18. If "go," press shutter release
19. Advance the film and repeat any of the foregoing steps necessary
20. At end of roll, press re-wind release
21. Re-wind film
22. Open back
23. Remove film
24. Close back

### FOTRON

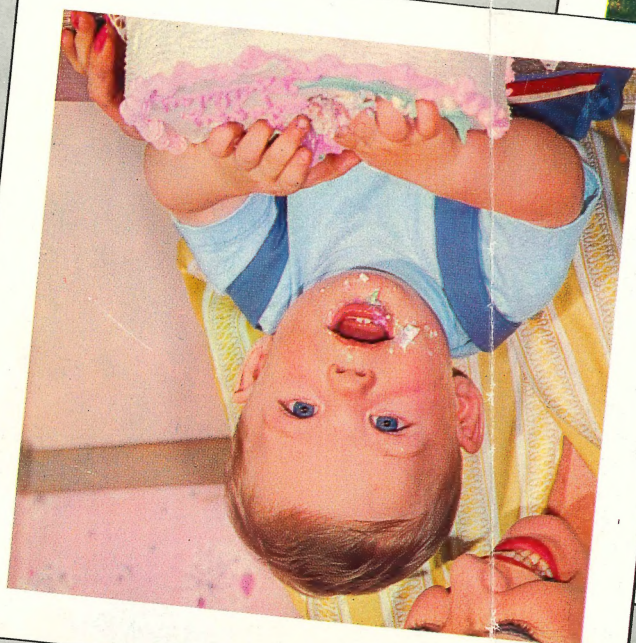
Steps in loading and operating Fotron outdoors or indoors including flash pictures.

1. Snap film magazine into camera
2. Press camera "on" button
3. Press "take" button (everything happens automatically)
4. At the end of 10 pictures, snap out the magazine

THAT'S ALL.  
FOTRON  
DOES THE REST  
FOR YOU  
ELECTRONICALLY!



These pictures are actual size



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—ten big 3 1/2" x 3 1/2" color prints per loading! (Kodacolor film loaded by Traid)

Takes flash pictures  
without flashbulbs

Loads in 2 seconds

Works electronically

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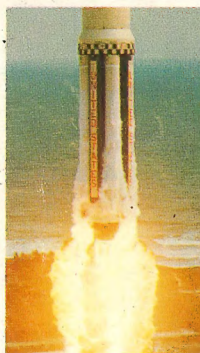


#### FILM

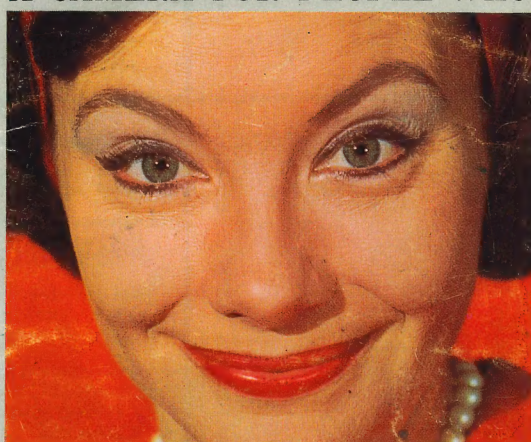
A Snap-Load magazine loaded with film is included with each Fotron. Additional magazines are available from dealer or by mail. There is no extra charge for developing and printing. For processing, magazine may be left with dealer or dropped in the mail in its self-addressed box. Beautiful color pictures and negatives are returned promptly. There's no film to handle—ever.

#### FOTRON—A SPACE-AGE CAMERA FROM A SPACE-AGE COMPANY

Fottron is built by Traid Corporation, for 16 years one of the nation's leading companies in high-precision photographic instrumentation for America's space and defense programs. Created by men who work to the world's highest standards of performance and reliability, it is a camera you can depend on.



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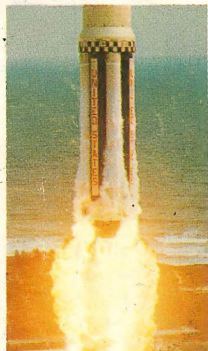


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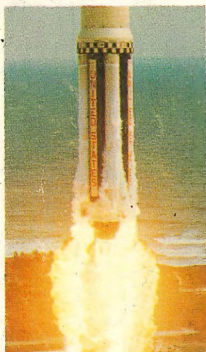
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